

FOR IMMEDIATE RELEASE



City of Duluth Communications Office

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DATE: 10/22/2021

SUBJECT: Northland Alerts notify residents of snow emergencies and more

BY: Kate Van Daele, Public Information Officer

Northland Alerts notify residents of snow emergencies and more

[Duluth, MN] The City of Duluth expects to declare its first snow emergency in its history this winter. The City encourages residents and visitors not to miss out on the news by signing up for a Northland Alert.

Northland Alert is a partnership between the City of Duluth and St. Louis County. Other cities, including Hermantown, Hibbing, and Virginia, also partner on the program. By signing up, residents in each City can get notified of different alerts determined by each city and weather alerts that affect the County.

Duluth residents have the chance to opt-in to receive notifications for when a snow emergency is declared by choosing to get a text message, phone call, an email, or all three. When a snow emergency is declared, the City will issue a press release, post the declaration on its social media channels, and issue a Northland Alert. Residents who sign up for Northland Alerts have the opportunity to select notifications, including natural gas and water outages, snow emergency alerts, and public safety notifications. Residents can choose to sign up for one alert or all four. To sign up, residents should visit <https://member.everbridge.net/index/453003085616005#/signup>.

“Northland Alert is an important tool that the City has partnered with St. Louis County on for the last few years,” Public Works and Utilities Director Jim Benning said. “With the high probability of a snow emergency being declared for the first time this year, this is an easy way for residents and visitors to be notified as soon as we announce a snow emergency by receiving a text, email, or phone call.”

Last month, the City of Duluth added snow emergency notifications to the list of alerts that residents and visitors can receive. Residents who already have a Northland Alert will need to go back into their account and add snow emergency notifications to the alerts they receive. Since adding the snow emergency notification option, 300 Duluthians have signed up to receive notifications, and the City is hoping that number grows.

“There are 4,600 people who already receive Northland Alerts,” Benning said. “Signing up for Northland Alerts is easy and takes minutes to create an account. We are confident that this service is something that residents will appreciate being notified as soon as a snow emergency is declared.”

This summer, the City of Duluth installed over 2,300 snow emergency signs, creating snow emergency routes within the City. The signage of the routes allows City officials to declare a snow emergency.

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